

This listing of claims replaces all prior versions, and listings, of claims in the application:
Listing of Claims:

1 – 29. (Canceled)

30. (Original) A system for targeting advertising to at least one subscriber comprising:
a processor having means for selecting an advertisement from pre-selected advertising categories, wherein the selecting means selects a plurality of advertisements, and wherein the processor is a network controller;
means for gathering information corresponding to currently watched television programs;
means for correlating the currently watched programs information with categories of the pre-selected advertisements, wherein each advertisement category includes at least one advertisement; and
a transmitter, wherein a selected advertisement selected by selecting means is transmitted, and wherein the transmitter transmits the selected advertisements on a single channel; and
a display, operably connected to a set top terminal, on which the transmitted advertisement is displayed via a single channel, wherein the set top terminal switches channels based on which advertisement is selected, the selected advertisement corresponding to the correlated currently watched programs information and categories of the pre-selected advertisements.

31. (Previously Presented) The system as recited in claim 30, wherein the set top terminal is configured to scale and reposition video for the display, the video being displayed on a portion of the display displaying the selected advertisement.

32. (Original) The system as recited in claim 30, wherein advertisement video displayed is targeted to individual set top terminals.

33. (Previously Presented) The system as recited in claim 30, wherein the selected advertisement is one of video commercials, infomercials, and promotional video, wherein infomercials are time varying video segments greater than 30 seconds.

34. (Previously Presented) The system as recited in claim 33, wherein the selected advertisement is a promotional video that includes future television programming available on the set top terminal, the future programming targeted to individual set top terminals based on analysis of currently watched television programs.

35. (Previously Presented) The system of claim 33, wherein the selected advertisement is a promotional video that includes a description of future programming, a time and date of availability, and a cost to purchase.

36. (Previously Presented) A method for targeting advertising, comprising:
selecting an advertisement from pre-selected advertising categories, wherein a plurality of advertisements are selected;
gathering information corresponding to currently watched television programming;
correlating the currently watched programming information with categories of the pre-selected advertisements, wherein each advertisement category includes at least one advertisement; and
transmitting a selected advertisement; and
displaying, using a terminal device, the transmitted advertisement, wherein the terminal device switches datastreams based on which advertisement is selected, the selected advertisement corresponding to the correlated currently watched programming information and categories of the pre-selected advertisements.

37. (Previously Presented) The method as recited in claim 36, wherein the terminal device scales and repositions video for display, the video being displayed on a portion of the display displaying the selected advertisement.

38. (Previously Presented) The method as recited in claim 36, wherein advertisement video displayed is targeted to individual terminal devices.

39. (Previously Presented) The method as recited in claim 36, wherein the selected advertisement is one of video commercials, infomercials, and promotional video, wherein infomercials are time varying video segments greater than 30 seconds.

40. (Previously Presented) The method as recited in claim 39, wherein the selected advertisement is a promotional video that includes future television programming available on the terminal device, the future programming targeted to individual terminals based on analysis of currently watched television programs.

41. (Previously Presented) The method of claim 39, wherein the selected advertisement is a promotional video that includes a description of future programming, a time and date of availability, and a cost to purchase.

42. (Previously Presented) One or more machine-readable media including machine-executable instructions, that, when executed, cause a device to perform a method for targeting advertising comprising:

selecting an advertisement from pre-selected advertising categories, wherein a plurality of advertisements are selected;

gathering information corresponding to currently watched television programming;

correlating the currently watched programming information with categories of the pre-selected advertisements, wherein each advertisement category includes at least one advertisement; and

transmitting a selected advertisement; and

displaying, using a terminal device, the transmitted advertisement, wherein the terminal device switches datastreams based on which advertisement is selected, the selected advertisement corresponding to the correlated currently watched programming information and categories of the pre-selected advertisements.

43. (Previously Presented) The one or more machine-readable media of claim 42, wherein the terminal device scales and repositions video for display, the video being displayed on a portion of the display displaying the selected advertisement.

44. (Previously Presented) The one or more machine-readable media of claim 42, wherein advertisement video displayed is targeted to individual terminal devices.

45. (Previously Presented) The one or more machine-readable media of claim 42, wherein the selected advertisement is one of video commercials, infomercials, and promotional video, wherein infomercials are time varying video segments greater than 30 seconds.

46. (Previously Presented) The one or more machine-readable media of claim 45, wherein the selected advertisement is a promotional video that includes future television programming available on the terminal device, the future programming targeted to individual terminal devices based on analysis of currently watched television programming.

47. (Previously Presented) The one or more machine-readable media of claim 45, wherein the selected advertisement is a promotional video that includes a description of future programming, a time and date of availability, and a cost to purchase.

48. (Previously Presented) A system for targeting advertising comprising:
a network controller processor, configured to perform the following:
 select a plurality of advertisements from pre-selected advertising categories;
 gather information corresponding to currently watched television programming;
and
 correlate the currently watched programming information with categories of the pre-selected advertisements, wherein each advertisement category includes at least one advertisement;
a transmitter configured to transmit a selected advertisement; and
a terminal device, configured to cause the display of the transmitted advertisement, wherein the terminal device is configured to switch datastreams based on which advertisement is

selected, the selected advertisement corresponding to the correlated currently watched programming information and categories of the pre-selected advertisements.

49. (Previously Presented) The system as recited in claim 48, wherein the terminal device is configured to scale and reposition video for display, the video being displayed on a portion of the display displaying the selected advertisement.

50. (Previously Presented) The system as recited in claim 48, wherein advertisement video displayed is targeted to individual terminal devices.

51. (Previously Presented) The system as recited in claim 48, wherein the selected advertisement is one of video commercials, infomercials, and promotional video, wherein infomercials are time varying video segments greater than 30 seconds.

52. (Previously Presented) The system as recited in claim 51, wherein the selected advertisement is a promotional video that includes future television programming available on the terminal device, the future programming targeted to individual terminal devices based on analysis of currently watched television programming, and wherein a select button on a terminal device remote control permits a user to select a future program to view.

53. (Previously Presented) The system of claim 51, wherein the selected advertisement is a promotional video that includes a description of future programming, a time and date of availability, and a cost to purchase.

54. (New) A method for targeting advertising, comprising:
gathering, by a computing device, information corresponding to currently watched programming;

correlating the currently watched programming information with a plurality of advertising categories each associated with one or more advertisements of a plurality of advertisements;

selecting an advertisement from the plurality of advertisements based on the correlated currently watched programming information; and
transmitting the selected advertisement.

55. (New) The method of claim 54, further comprising, prior to the gathering step:
selecting the plurality of advertisements based on the advertisement categories, wherein, upon selection, the plurality of advertisements includes one or more advertisements for each advertisement category.

56. (New) The method of claim 54, wherein the selected advertisement is transmitted in a datastream separate from the currently watched programming.

57. (New) The method as recited in claim 54, wherein the selected advertisement is targeted to an individual terminal device.

58. (New) The method as recited in claim 54, wherein the selected advertisement is one of video commercials, infomercials, and promotional video, wherein infomercials are time varying video segments greater than 30 seconds.

59. (New) The method as recited in claim 54, wherein the selected advertisement is a video that includes future programming targeted to one or more individual terminal devices based on analysis of the currently watched programming information.

60. (New) The method of claim 54, wherein the selected advertisement is a video that includes a description of future programming, a time and date of availability, and a cost to purchase.

61. (New) One or more machine-readable media including machine-executable instructions that, when executed, cause an apparatus to:
gather information corresponding to currently watched programming;

correlate the currently watched programming information with a plurality of advertising categories each associated with one or more advertisements of a plurality of advertisements;

select an advertisement from the plurality of advertisements based on the correlated currently watched programming information; and

transmit the selected advertisement.

62. (New) The one or more machine-readable media of claim 61, further including machine-executable instructions that cause the apparatus to, prior to gathering the information corresponding to currently watched programming:

select the plurality of advertisements based on the advertisement categories, wherein, upon selection, the plurality of advertisements includes one or more advertisements for each advertisement category.

63. (New) The one or more machine-readable media of claim 61, wherein the selected advertisement is transmitted in a datastream separate from the currently watched programming.

64. (New) The one or more machine-readable media of claim 61, wherein the selected advertisement is targeted to an individual terminal device.

65. (New) The one or more machine-readable media of claim 61, wherein the selected advertisement is one of video commercials, infomercials, and promotional video, wherein infomercials are time varying video segments greater than 30 seconds.

66. (New) The one or more machine-readable media of claim 61, wherein the selected advertisement is a video that includes future programming targeted to one or more individual terminal devices based on analysis of the currently watched programming information.

67. (New) The one or more machine-readable media of claim 61, wherein the selected advertisement is a video that includes a description of future programming, a time and date of availability, and a cost to purchase.

68. (New) A system for targeting advertising comprising:

a processor configured to:

gather information corresponding to currently watched programming,

correlate the currently watched programming information with a plurality of advertisement categories each associated with one or more advertisements of a plurality of advertisements, and

select an advertisement from the plurality of advertisements based on the correlated currently watched programming information; and

a transmitter configured to transmit the selected advertisement.

69. (New) The system as recited in claim 68, wherein the processor is further configured to, prior to gathering information corresponding to currently watched programming:

select the plurality of advertisements based on the advertisement categories, wherein, upon selection, the plurality of advertisements includes one or more advertisements for each advertisement category.

70. (New) The system as recited in claim 68, wherein the selected advertisement is transmitted in a datastream separate from the currently watched programming.

71. (New) The system as recited in claim 68, wherein the selected advertisement is targeted to an individual terminal device.

72. (New) The system as recited in claim 68, wherein the selected advertisement is one of video commercials, infomercials, and promotional video, wherein infomercials are time varying video segments greater than 30 seconds.

73. (New) The system as recited in claim 68, wherein the selected advertisement is a video that includes future programming targeted to one or more individual terminal devices based on analysis of the currently watched programming information.

Application No. 10/724,123
Reply to Office Action of April 19, 2010

74. (New) The system of claim 68, wherein the selected advertisement is a video that includes a description of future programming, a time and date of availability, and a cost to purchase.